Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the instant application:

1. (Currently Amended) A method of eliciting a response comprising:

identifying the available network capacity for transmitting electronic content <u>for an electronic campaign</u> and receiving consumer responses to said transmitted electronic content;

transmitting electronic content over the network according to a predetermined <u>outbound transmission flow rate for said</u> electronic campaign;

concurrently determining the effectiveness of the electronic campaign by ~~identifying~~ <u>analyzing</u> consumer responses to said transmitted electronic content; and

dynamically modifying [[the]] said <u>outbound</u> transmission <u>flow</u> rate for said electronic campaign according to said determined effectiveness of the electronic campaign and said identified available network capacity.

2. (Original) The method of claim 1, wherein said electronic content is electronic marketing content which is part of an electronic marketing campaign.

3. (Currently Amended) The method of claim 1, wherein said dynamically modifying step comprises:

<u>determining a bandwidth of said identified network capacity required for receiving consumer responses and a bandwidth of said identified network capacity required for transmitting electronic content according to said determined effectiveness of the electronic campaign;</u>

prior to transmitting said electronic content, selectively format converting said electronic content according to said determined bandwidth for transmitting electronic content.

4.   (Original) The method of claim 1, wherein said step of identifying the available network capacity comprises determining available bandwidth of the network, and determining a bandwidth utilized by said outbound electronic content and said received consumer responses.

5.   (Original) The method of claim 1, wherein said concurrent determining step further comprises determining a number of received consumer responses.

6.   (Currently Amended) The method of claim 1, wherein said transmitted electronic content is transmitted over a plurality of delivery channels and said concurrent determining step further comprises ~~associating~~ analyzing received consumer responses associated with [[the]] each of said plurality of ~~particular~~ delivery channels used to transmit the electronic content ~~to which the consumer has responded~~.

7.   (Currently Amended) The method of claim 6, further comprising the step of dynamically increasing an outbound transmission flow ~~the~~ rate ~~at which the~~ for said electronic content [[is]] transmitted over at least one delivery channel associated with at least a predetermined minimum percentage of consumer responses.

8.   (Currently Amended) The method of claim 6, further comprising the step of dynamically decreasing an outbound transmission flow ~~the~~ rate ~~at which the~~ for said

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electronic content ~~is~~ transmitted over at least one delivery channel which is not associated with at least a predetermined minimum consumer responses.

9.   (Original) The method of claim 6, further comprising:

selectively redirecting at least a portion of the electronic content from one delivery channel to another delivery channel.

10.   (Original) The method of claim 5, wherein said step of dynamically modifying the electronic campaign further comprises:

selecting at least one message from said electronic content, said selected message being associated with more consumer responses than other messages of said electronic content; and

transmitting said selected message in place of said other messages.

11.   (Currently Amended) A system for eliciting responses comprising:

at least one delivery application for formatting electronic content <u>for an electronic campaign</u> and transmitting said electronic content <u>according to a predetermined outbound transmission flow rate for said electronic campaign</u> to consumers over a computer communications network;

a network analysis component configured to determine available network capacity according to, at least in part, said transmitted electronic content and consumer responses to said transmitted electronic content, and to balance the network load according to said determined available network capacity;

a meter configured to determine the effectiveness of transmitting the electronic content by ~~identifying~~ <u>monitoring said</u> consumer responses to said transmitted electronic content, and to dynamically modify [[the]] <u>said outbound transmission flow</u> rate ~~at which~~

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~~said electronic content is transmitted over the network~~ according to said determined effectiveness and [[the]] <u>said determined</u> available network capacity.

12. (Currently Amended) The system of claim 11, further comprising:

a message controller configured to dynamically increase the <u>outbound</u> transmission <u>flow</u> rate of electronic content over at least one delivery channel, wherein said delivery channel is associated with at least a predetermined minimum percentage of consumer responses.

13. (Original) The system of claim 12, wherein said message controller is configured to selectively format convert said electronic content according to said determined available network capacity prior to transmitting said electronic content.

14. (Currently Amended) A ~~machine-readable~~ <u>computer-readable</u> storage having stored thereon, a computer program having a plurality of code sections, said code sections executable by a machine for causing the machine to perform the steps of:

identifying the available network capacity for transmitting electronic content <u>for an electronic campaign</u> and receiving consumer responses to said transmitted electronic content;

transmitting electronic content over the network according to a predetermined <u>outbound transmission flow rate for said</u> electronic campaign;

concurrently determining the effectiveness of the electronic campaign by ~~identifying~~ <u>analyzing said received</u> consumer responses to said transmitted electronic content; and

dynamically modifying [[the]] said outbound transmission flow rate for said electronic campaign according to said determined effectiveness of the electronic campaign and said identified available network capacity.

15.   (Currently Amended) The ~~machine-readable~~ computer-readable storage of claim 14, wherein said electronic content is electronic marketing content which is part of an electronic marketing campaign.

16.   (Currently Amended) The ~~machine-readable~~ computer-readable storage of claim 14, wherein said dynamically modifying step comprises:

determining a bandwidth of said identified network capacity required for receiving consumer responses and a bandwidth of said identified network capacity required for transmitting electronic content according to said determined effectiveness of the electronic campaign;

prior to transmitting said electronic content, selectively format converting said electronic content according to said determined bandwidth for transmitting electronic content.

17.   (Currently Amended) The ~~machine-readable~~ computer-readable storage of claim 14, wherein said step of identifying the available network capacity comprises determining available bandwidth of the network, and determining a bandwidth utilized by said outbound electronic content and said received consumer responses.

18.   (Currently Amended) The ~~machine-readable~~ computer-readable storage of claim 14, wherein said concurrent determining step further comprises determining a number of received consumer responses.

19.   (Currently Amended) The ~~machine-readable~~ computer-readable storage of claim 14, wherein said transmitted electronic content is transmitted over a plurality of delivery channels and said concurrent determining step further comprises ~~associating~~ analyzing received consumer responses associated with [[the]] each of the plurality of ~~particular~~ delivery channel used to transmit the electronic content ~~to which the consumer has responded~~.

20.   (Currently Amended) The ~~machine-readable~~ computer-readable storage of claim 19, further comprising the step of dynamically increasing an outbound transmission [[the]] rate ~~at which the~~ for said electronic content [[is]] transmitted over at least one delivery channel associated with at least a predetermined minimum percentage of consumer responses.

21.   (Currently Amended) The ~~machine-readable~~ computer-readable storage of claim 19, further comprising the step of dynamically decreasing an outbound transmission [[the]] rate ~~at which the~~ for said electronic content [[is]] transmitted over at least one delivery channel which is not associated with at least a predetermined minimum percentage of consumer responses.

22.   (Currently Amended) The ~~machine-readable~~ computer-readable storage of claim 19, further comprising:
selectively redirecting at least a portion of the electronic content from one delivery channel to another delivery channel.

23.   (Currently Amended) The ~~machine-readable~~ <u>computer-readable</u> storage of claim 18, wherein said step of dynamically modifying the electronic campaign further comprises:

selecting at least one message from said electronic content, said selected message being associated with more consumer responses than other messages of said electronic content; and

transmitting said selected message in place of said other messages.